

## Visual Literacy Assignment

After you familiarize yourself with visual literacy and visual design principles, it's time for you to do some practice. Please use the visual design principles you have learned (PAT model) to criticize the following visual from your own perspective (about 200 – 300 words). Your critic should include 1) your interpretation of the visual message 2) the overall design in terms of PAT model (positive and negative), and 3) the improvement of the visual if there is any to enhance the effectiveness of conveying the message to the audience.

### SITUATIONAL

Table Enhancements

A

B

